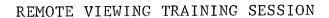
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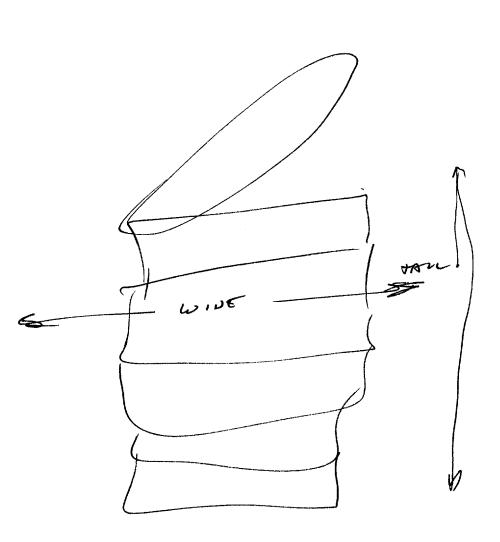
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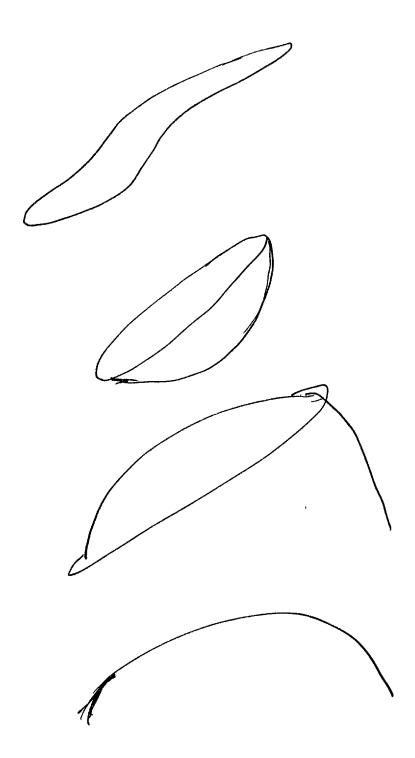
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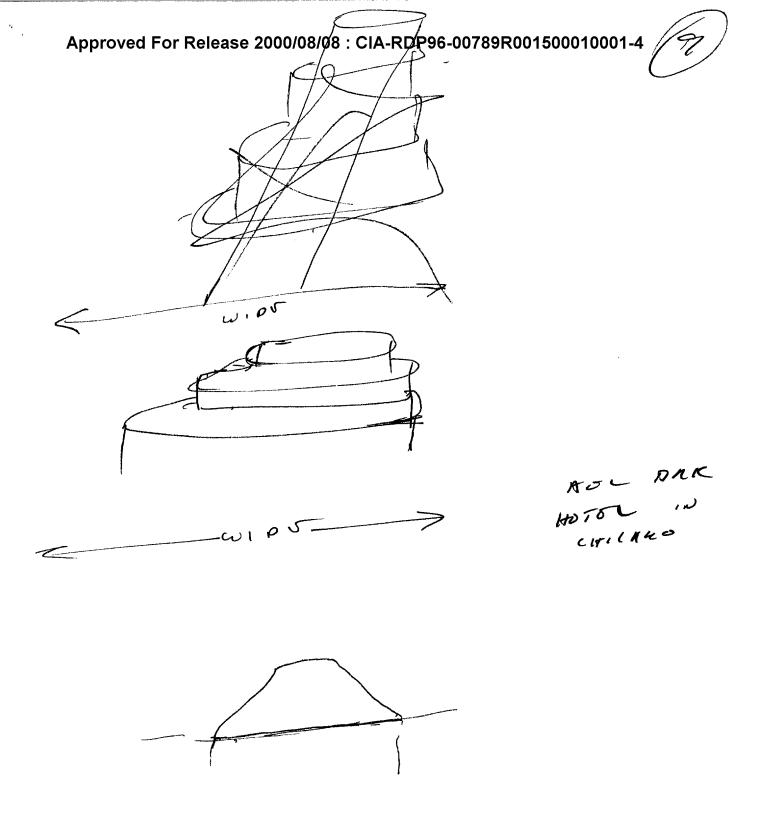
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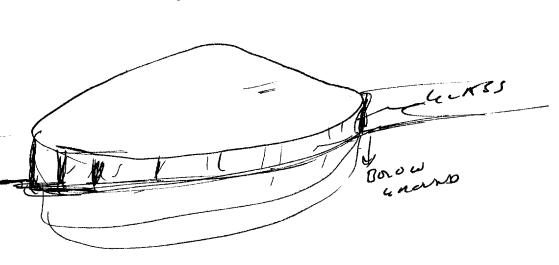
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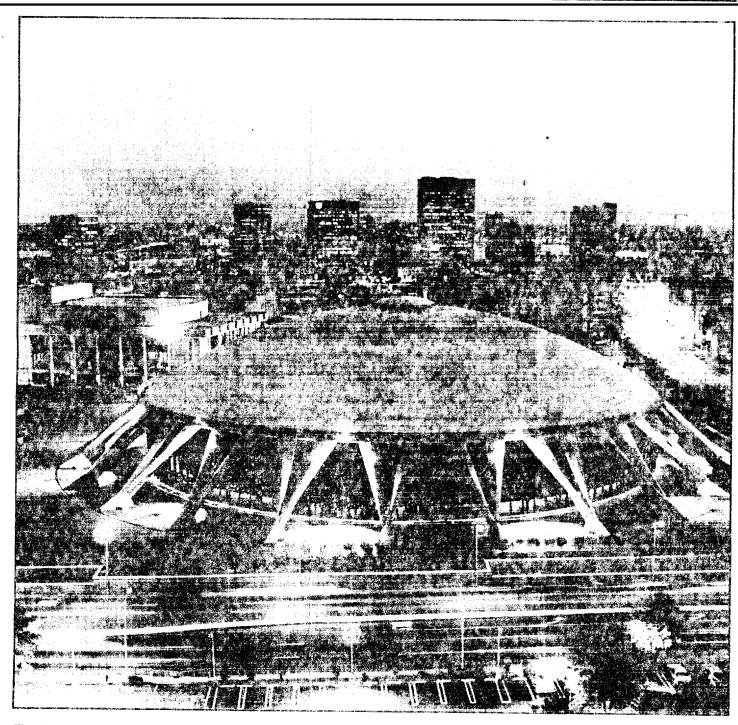
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CPYRGHT

Vol. 10, No. 2 April/May 1983



The Norfolk Department of Community Facilities manages and maintains the city's showcases for meetings, entertainment and cultural attractions. Its biggest charge is the Scope complex, a major cultural and convention center which features a range of events from

circuses and basketball tournaments to rock concerts and trade shows. The Virginia Philharmonic Orchestra and hit Broadway plays are among the performances at Chrysler Hall.

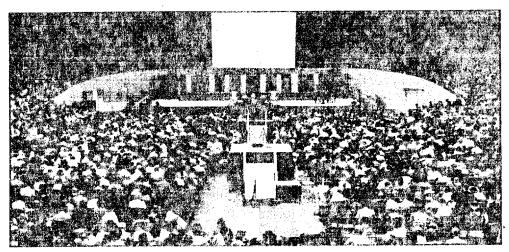
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also takes care of

Metropolitan Memorial Park, home of the professional Tides baseball team and scene of most local high school football games. The MacArthur Memorial, one of the city's most popular tourist attractions, is another of the department's charges.

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The World Wide Church of God convention brought thousands of delegates to Norfolk.

"Scope was not built to make money, but to attract money," says Jack Berry, Scope sales representative. That's why Berry and other Scope staff work so hard to draw conventions and trade shows to the complex.

Their efforts have paid off. They had their best convention year yet in 1982 with 63,000 delegates meeting in Scope out of a total 91,000 delegates who came to the city. He sites the impact these delegates have on the city's economy as an indicator of Scope's importance to the community. "If Scope didn't exist, 63,000 people wouldn't have come to Norfolk and spent \$13.6 million last year. That money then changes hands at least four times in the community. So, by the time we measure the total impact, it's more like \$50 million being pumped into our city," said Berry.

Berry says that very few convention centers ever break even in terms of their operating costs, but when it comes to helping the local economy the successful ones, like Scope, more than pay for themselves. "The convention centers that say they break even often pass hidden costs like utilities bills along to the city government operating fund for payment. If Scope's utility bills were paid for out of Norfolk's general fund, we'd break even too."

Norfolk's conventions at Scope have been increasing significantly every year. The number of conventions increased by 38 percent and convention attendance increased by 35 percent between 1981 and 1982 at Scope. From 1980 to 1981 the number of conventions almost doubled and convention attendance almost tripled at Scope.

But, conventions aren't the only record breakers at Scope. In one 29-day period, from February 19 to March 20, Scope and Chrysler Hall set new

C.E. Bell, director of Norfolk's Community Facilities Department since 1973, came to the city with 35 years experience as a Navy officer. In his dozen years at the helm of the Scope complex he has initiated several major improvements such as changes to produce a good sound system in Chrysler Hall and more than doubling the capability for hanging sound and lighting equipment from the ceiling of the Scope arena. Over the years he has developed strong relationships with

highs with sell outs of the broadway musicals "Dancin" and "Evita," the CIAA's record attendance, the circus' largest gross in the history of its Norfolk visits, and record attendance and gross revenues for the Willie Nelson concert. In those 30 days the Scope complex grossed over \$1 million in revenues from 178,000 people.

Berry points to the CIAA tournaments as an example of how just one major event affects the city. He said this tournament attracted 6,720 people from out of the area who spent \$3 million in the community in one weekend on hotels, meals, entertainment, transportation and other accommodations.

The Scope staff also points to the immeasurable and intangible value of the Scope complex. C. Edwin Bell, director of Community Facilities, emphasizes the essential role Scope and Chrysler Hall play in the cultural aspect of the community. "The philharmonic orchestra, Broadway plays, and special concerts all contribute to the quality of life in Norfolk," said Bell. "The Scope complex is a showplace for these performances which lift the human spirit in ways that cannot be measured in terms of money."



C. Edwin Bell

several large groups including the Central Intercollegiate Athletic Association, National Collegiate Athletic

Association, Amway and Ringlin' Brothers Barnum and Bailey Circus which all come back to Scope year after year. Bell is a retired Navy vice admiral and a graduate of the U.S. Naval Academy.

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Deep within the heart of the Scope complex is a world of giant machines, wiring, and pipes which heat, cool, ventilate and light this massive facility. The man in charge of this machine world knows it inside out because he was the project's mechanical and electrical inspector while it was being built, a real advantage in staying ahead of the complex system.

William Duckworth, public building superintendent, is charged with the maintenance of boilers, air conditioners, sewage and storm pumps, electrical systems and all the other sophisticated equipment that keeps Scope, Chrysler Hall, Met Park and the MacArthur Memorial running in top shape.

Most of Duckworth's 11-member crew has been with him since Scope opened in 1970. He gives much of the credit for exceptional maintenance to



Ruby White, ticket seller, tries out Scope's new computerized ticketing system. The system is expected to pay for itself in two years and net the city about \$200,000 a year in revenues from ticket sales. The old system, Ticketron, was getting too expensive, so the city decided to buy its own computerized system. Another plus is that it gives the city more flexibility and bargaining power on the price of tickets in attracting good shows.

his crew. "They've been with me a long time and really take pride in their work," he said. "I don't have to tell them how to do something. They know how, and I trust them to do a good job."

Ten years ago he got estimates on what it would cost for an outside firm to handle maintenance on Scope, and he found that at that time the work performed by his operation was worth \$150,000. Today, it would cost the city double that amount if it had to contract with an outside firm instead of using its own employees. Duckworth and his crew do even more than provide good low-cost maintenance. He's also always looking for a better way to do things, to save the city money.

Preventive maintenance is one way of keeping repair costs down. For instance, they do all their own boiler work, taking the huge machines apart, one at a time, cleaning them and reassembling them. They rebuild, repair and clean 96 sewerage and storm pumps. And, they do preventive maintenance on 174 fans which supply, return and exhaust air in Scope.

A few years ago Duckworth noticed that water from the air conditioners, which ran down the storm sewer at a rate of 187 gallons a minute, was showing up as a sewerage charge from the Hampton Roads Sanitation District. He explained this to HRSD, and had meters installed so that the storm sewer water could be deducted from the cost of the sewer treatment bill. This effort alone saves the city \$20,000 a year.

He's also caused considerable savings in electric and gas bills. After a contractor made recommendations on how his computer system could reduce energy costs. Duckworth manually incorporated several of those cost-saving techniques into his maintenance system. This step and his other cost-cutting procedures are expected to save the city \$150,000 in electricity and \$100,000 in gas this year.



William Duckworth heads Community Facilities' low-cost maintenance team.

He and his crew even took on a big responsibility for improving the sound system in Chrysler Hall by installing baffles above the ceiling and by refabricating, redesigning and relocating the speaker system. They've helped assemble the main computer for the tickets sales office and installed seven computer outlets throughout the city at considerable savings.

Duckworth emphasizes the importance of repairing existing equipment, and not buying new equipment until the old is completely used up. Whether it be salvaging an air conditioner by rebuilding a new compressor or inventing a piece of equipment that can change oil for one tenth the cost of an outside firm, Duckworth's mind is always concentrating on the most efficient way to do things.

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CPYRGHT



Grubb's crew moves quickly to clear out the Scope arena.

Events come and go at the Scope complex, often one right after the other, or all at once. To make things run smoothly it takes an experienced crew working with the precision of a finely tuned clock.

An elegant dinner may be served without a hitch in the same area where circus animals bedded down the day before. With bookings for the Scope arena, meeting rooms and exhibit areas and Chrysler Hall, there is the potential for several events to take place at the same time, and they frequently do. A basketball game may follow a rock show. A concert may be squeezed in during a tournament. And, everyone takes for granted that everything will be arranged on time, just the way it's supposed to be.

Good planning is the key to making order of Scope's chaotic event schedule, according to Jim Grubbs, operations manager. And, the need for good planning becomes readily understandable when one considers an average week in the life of Grubbs and his crew. In February they had to prepare for a rock concert, a regional basketball championship, the CIAA tournament, a sports dance, a symphony concert, and a dinner reception — all in one weekend.

But, there was no resting after the weekend. Early Monday morning the circus started moving in. The day after the circus moved out, Grubbs and his crew prepared the Exhibit Hall, where the animals stayed, so it was clean, sweet smelling and all set up for a sitdown dinner.

The biggest chore is cleaning up the building after an event. They removed more than two tons of trash while the circus was here. Grubb's staff of 28 men and women take care of many other maintenance details, like scrubbing floor macuuming carpets, wiping

tables, cleaning dressing rooms, setting up and putting away chairs and tables, cleaning rest rooms and marking reserved seating.

Grubb said, "My staff puts in long hours and works very hard. Most of them have been here since Scope opened in 1970. They have the experience, they know what needs to be done, and they do it."

When asked how they manage to keep up with the hectic schedules, Grubbs replied, "I have two very good supervisors, Wendel Haynes and Gary Barfield. The three of us lay out our schedule and plan how we're going to handle it."

Sometimes good planning means covering the basketball floor with insulated board for use by a rock show. Such was the case when the CIAA tournament played here and there wasn't time to take up the basketball floor for a rock show between games. Grubbs and his crew know how much time it takes for each kind of clean-up operation and set up, and they're always thinking ahead.

After more than 10 years of smooth running operations at the Scope complex, it's obvious that thinking ahead has paid off.

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